

Fw: Portland Harbor Partnership

Dan Opalski to: Lori Cohen, Cami Grandinetti, Deb Yamamoto, Chip Humphrey, Kristine Koch, Ms. Wenona Wilson
Cc: "Sheila Fleming"

01/25/2012 03:01 PM

FYI

James Woolford

----- Original Message -----

From: James Woolford
Sent: 01/25/2012 05:15 PM EST
To: krista.koehl@portofportland.com
Cc: Dan Opalski; Elizabeth Southerland
Subject: Portland Harbor Partnership

Krista:

Thanks for the presentation yesterday. Appreciate the time and effort it took everyone to get from the west coast to come talk with us in DC. Sorry we did not have longer to talk about it. I have looked at your web site too. Thanks for directing me there. I still have a few questions:

- 1) We did not have an opportunity to talk about the views of Oregon DEQ (or other State agencies), what has been their response to your efforts?
- 2) It appears your strategy is a mix of face-to-face events/meetings, outreach to neighborhoods (associations/coalitions) and other groups, along with social media. I don't see and did not hear a print/radio/TV component. Is there one? If so can you describe it briefly? If not, I would be interested in hearing why not.
- 3) Can you elaborate more on your outreach to immigrant communities. Many of our Superfund sites have immigrant populations, so we are interested in hearing about efforts to engage such communities. Have any tools or approaches worked better than others?
- 4) Ultimately, how is the information collected via the survey going to be communicated?
- 5) The booklet distributed yesterday indicates that you've had 1,200 conversations and collected about 350 surveys to date. Noting that none of this is "scientific survey", are you willing to summarize what you have heard to date? If not, that's OK too. There is also the age-old survey question about characterizing the open-ended questions of the survey - how are you all doing that?
- 6) I would like to hear more about the local government take on this too. You asked 2 "longer term" questions in the survey about potential uses in 10-20 years. Portland has a long term development plan focused on 2035. see http://www.portlandonline.com/portlandplan/proposed_draft/pplan-draft-intro.pdf. so how do these intersect, if at all?
- 7) Quality Control on the Survey. Can you describe? issues like multiple responses from one person, under (or over-)representation of certain demographic groups (aka "representativeness"), differences in responses via the web vs in-person come to mind.

Probably the best thing to do is have a conference call including R 10 to discuss these questions. I am happy to host, but it would have to be next week or the week after.

Thanks again.

James Woolford, Director

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